Town of Andover Website Survey Results - 11/1/07

1. How often do you visit the Town of Andover website? (pick the one that most closely represents your use pattern)				
		Response Percent	Response Count	
Daily		2.9%	7	
Weekly		31.0%	75	
Monthly		26.9%	65	
Occasionally		35.1%	85	
Rarely		4.1%	10	
	answered question		242	
	skipped question		2	

2. Why do you visit the Town of Andover website? (Check all that apply)				
		Response Percent	Response Count	
News, events, notices		73.2%	175	
Meeting dates, times, agendas		43.9%	105	
Office hours, locations, contact info.		43.5%	104	
Program and service information		50.6%	121	
Publications (e.g. budgets, special reports, etc.)		17.6%	42	
Major project updates		23.4%	56	
E-services (e.g., tax payments, assessments, maps, etc.)		37.2%	89	
Photo gallery		8.8%	21	

27	Other (please specify)
239	answered question
5	skipped question

3. How would you rate the following aspects of the Town of Andover website:						
	Excellent	Good	About average	Needs improvement	Poor	Response Count
Aesthetic look and design	17.4% (41)	45.3% (107)	26.3% (62)	9.3% (22)	1.7% (4)	236
Organizational layout	14.5% (34)	38.5% (90)	30.3% (71)	15.8% (37)	0.9% (2)	234
Ease of navigation	11.9% (28)	38.3% (90)	31.1% (73)	17.9% (42)	0.9% (2)	235
Type and quantity of information	12.8% (30)	45.7% (107)	29.1% (68)	12.4% (29)	0.0% (0)	234
Useful features	10.1% (23)	40.8% (93)	37.3% (85)	11.8% (27)	0.0% (0)	228
					answered question	236
					skipped question	8

4. How useful would the following website features be to you if they were available? Response Very useful Useful Somewhat useful Not useful Not sure Count Meeting minutes of elected and 24.2% (55) 34.4% (78) 29.5% (67) 8.8% (20) 3.1% (7) 227 regulatory boards Additional on-line bill payment 43.4% (102) 27.7% (65) 11.9% (28) 12.8% (30) 4.3% (10) 235 options (e.g., excise, water, sewer, etc.) Request/complaint submission and 32.9% (75) 21.1% (48) 228 34.6% (79) 4.8% (11) 6.6% (15) tracking program Information about the process for 35.9% (84) 34.2% (80) 18.8% (44) 5.1% (12) 6.0% (14) 234 applying for Building Permits On-line recreation, youth, and senior 53.8% (126) 30.8% (72) 8.5% (20) 4.3% (10) 2.6% (6) 234 program registration On-line license and permit 51.5% (120) 27.0% (63) 12.0% (28) 4.7% (11) 4.7% (11) 233 applications Streaming video of past Selectmen 10.1% (23) 227 21.6% (49) 29.5% (67) 30.4% (69) 8.4% (19) meetings More information about Town 38.1% (88) 43.3% (100) 15.2% (35) 2.2% (5) 1.3% (3) 231 programs and services Special profiles of public officials, 18.0% (41) 32.5% (74) 32.0% (73) 12.7% (29) 4.8% (11) 228 departments, and services Blog where public officials can 227 18.9% (43) 40.1% (91) 25.1% (57) 10.1% (23) 5.7% (13) provide updates On-line Forum to share thoughts on 225 29.3% (66) 32.9% (74) 24.0% (54) 9.3% (21) 4.4% (10) Town topics and issues 243 answered question skipped question 1

5. (Optional Question) If you subscribe to the Town's weekly "e-News" service, do you have any suggestions or ideas on ways to improve it, or how to increase the number of subscribers?				
		Response Count		
		51		
	answered question	51		
	skipped question	193		
6. (Optional Question) What types of new or	or additional information would you like to see on the Town's website?			
		Response Count		
		72		
	answered question	72		
	skipped question	172		
7. (Optional Question) What departments w	would you like to see offer more information on their web pages?			
		Response Count		
		62		
	answered question	62		
	skipped question	182		

8. Other Town of Andover website related comments, suggestions, ideas?				
	Response Count			
	31			
answered question	31			
skipped question	213			

2. Other responses to: Why do you visit the Town of Andover website?

- 1. jobs and general information regarding Andover
- 2. email addresses and phone #'s
- 3. employment
- 4. school
- 5. Links to other town-related websites.
- 6. school site url's and phone numbers
- 7. maps
- 8. school information
- 9. links to school websites
- 10. school info
- 11. Andover GIS
- 12. Recycle Information
- 13. employment
- 14. Assessor Database
- 15. school info
- 16. Entertainment Activities
- 17. email addresses, minutes of meetings, school info
- 18. school info
- 19. field cards
- 20. field cards
- 21. ays updates
- 22. real estate assessments
- 23. DCS Programs and MHL Children's Room Programs
- 24. employment

- 25. GISMAP
- 26. school info
- 27. senior programs

5. If you subscribe to the Town's weekly "e-News" service, do you have any suggestions or ideas on ways to improve it, or how to increase the number of subscribers?

- 1. Bring in the youth. Don't make all about politics.
- 2. Add no school announcements.
- 3. more info regarding town decisions, why were they made.
- 4. Provide more details (dates, times)
- 5. Publicize the service in the Andover Townsman.
- 6. I think tieing it to an online forum would help. An awareness campaign may be helpful too.
- 7. I only read the email and not the website regularly so if there is information on the website that isn't in the email I don't know about it so it may be good to have a section that links to more info on the website.
- 8. An RSS feed might be a good addition. Or several, perhaps including synopses of board meetings, etc. Let users choose which they want to hear about.
- 9. Include a section of the next weeks meeting dates/times. -Profile a different town elected official/department head/employee every week.
- 10. Partner with a town business (Starbucks, etc.) to provide a product discount incentive and promote this at businesses and in the Townsman.
- 11. You could send home a flyer from school that parents would see.
- 12. The organization and presentation of the E-News is "Blah", and could use more reminders that cover all the events and scheduled activities of the Town.
- 13. I think it's great
- 14. Attach minues of the various board meetings.
- 15. promote it more -- publish in all communications -- town meeting books, website, water and sewer bills, DCS books

- 16. I don't receive it weekly. Maybe it ends up in my spam box. It would be more useful if it held more time-specific information like 'town yard sale this weekend', rather than the generic arbovirus info that has been on the website for months.
- 17. I find it pretty helpful... though I have to admit I don't know what I'm missing that should be in there. To get more subscribers ask parents at the start of school, when there are all sorts of signups, if they want to be included on this list.
- 18. e-News should alert us when there is something special to look at on the website e-News could list some FAQ's about the website from time to time.
- 19. periodically through the schools list servs and at the polls and townmeeting (perhaps with laptops right there to sign up)
- 20. run a "green campaign" go paperless!
- 21. See if you can get it out on the Town School's List Serv service and ask people if they want to join.
- 22. Advertising, incentives, outline "what's in it for me" messaging for people to take advantage of it
- 23. I do subscribe and like the idea of being informed. I do find that may times the news is not applicable to me. My suggestion for improvement and perhaps increase subscribers would be to allow subscribers to receive e-News on items of interest to the subscribers. This would require subscribers to identify subject matter at time of registration.
- 24. I read my e-news regulary and enjoy receiving it. It reminds me of certain events that I may have forgotten. I would publicize in the Andover Townsman on how to become a register subscriber of the e-news as well as on the local Channel 8 cable station. Maybe also put a small "blurb" on the next water or tax bill so folks know about it. I just forwarded the link to a few friends/neighbors who did not know about it and they have since registered.
- 25. more people need to know that it is offered
- 26. Make it more interesting and perhaps a little more timely...
- 27. Tap into the various groups in town that have large email blast lists and ask them to advertise the option to subscribe to the Town's list. Write a letter to the editor of The Townsman and issue press releases about the service. Maybe the paper would be willing to run an article if people were interviewed about the service.
- 28. Allow people to submit private events (i.e. yard sales, block parties, etc.) That might get more people to subscribe and/or read it.
- 29. I only found it by accident. By including information about the e-news service in some mailing from the town (not just in the local paper, which many of my neighbors do not get) I think more people

- will be interested.
- 30. I only scan the email looking for what might be of interest to me. The way it is now works for me.
- 31. get the word out it's avaliable
- 32. It's good to have this service. Nice you keep the messages short! To increase subscribers, maybe have schools help publicize it by reminding readers of their monthly school newsletter.
- 33. I had no idea it even existed, so getting the word out would be a big start!!! How about some publicity in the Townsman or in with the excise or property tax bills??
- 34. please add me to your list
- 35. Links in e-news should take you directly to the link in the website. Does not always do this but goes to just the town website. Make the e-news a portal for significant stuff and people will subscribe. Take a survey (like this one) and use it to see what people want in the e-news.
- 36. You need to work on the graphical presentation of the entire site.
- 37. Publicize it---most folks don't even know it exists.
- 38. need to 1) make people aware that it exists (go thorough schools, buy mailing lists, advertse on Channel 8, etc). 2) make it more useful
- 39. Might include as a standing feature links meeting calendar, other dates of interest (elections, town meetings, deadlines, a page of alerts re street, water, etc traffic or service interuptions
- 40. how about a local sound off column like the one in the tribune.
- 41. Not at this time.
- 42. i like that it's short and sweet and sends me to the website
- 43. It's just right the way it is-- brief and informative. Let parents of school kids know through each of the school's email blasts. Parents receiving that service are a likely audience for this service as well. Certainly make it possible to sign up on the website easily.
- 44. I know that some employees did not know that the town had an e-News! I believe you should have a large notice about the e-News in the Townsman.
- 45. see above
- 46. promote in town mailings, such as town meeting booklet and dcs booklet
- 47. Since everything is e-mail now (which I hate), send out some kind of information through the schools e-mail listings and anything through the senior center listings, if that exists. I know people without school children are dying for any information at this point about the town besides once a

week in the Townsmen. A one time flashy mailing to the whole town explaining what you provide and how they can participate might help. I never heard of this service until I tripped over it by googling AYS.

- 48. Increase public awareness of the availability of this service.
- 49. put the option to subscribe on the front homepage, that might attract more people to join. I like the service, it's a great tool!!
- 50. This is great and a fine asset to getting out what folks need to know to be well informed. Budget high lights as we head into planning Capital Improvment Program and the formation of the buget for Town Meeting will be very helpful.
- 51. Cancel it.

6. What types of new or additional information would you like to see on the Town's website?

- 1. clubs around town. After hours place for adults to frequent.
- 2. recycling/leaf collection info.
- 3. Clearer links and better ways to access information
- 4. Easily accessible recycling information.
- 5. A comparison for all preschool offerings in Andover.
- 6. I would like to see more information from the School Committee -- information on the schools (e.g. class size, programs, highlights). I am not sure if this is available somewhere else but I cannot find it.
- 7. A calendar of upcoming events around town, at the library, and by businesses; upcoming road works and construction in town and to 93; reports on how the public schools are doing; public health information (spraying for mosquitoes, water quality, etc.); what to do in an emergency
- 8. The online forum would be ideal. I tried to do this on my own, but didn't get any response from Selectmen. See http://andovercitizen.forumcircle.com/ It would be great if this or something like this is made official with non-anonymous users. It would probably need to be moderated too.
- 9. I like all of the suggestions in question #4. What about streaming Live video of Selectmen meetings.
- 10. More information on volunteer opportunities and senior center activities.
- 11. Check the Memorial Hall Library website for more excitement and thorough sampling of

- information. The GIS is not smooth, look at Nashua, NH for a comparison.
- 12. Minutes of all board meetings when approved by he boards
- 13. I find it difficult to locate things on the home page; it's too busy. I cannot locate easy to read and comprehensive calendars of events going on in town. Is it possible to do monthly calendars on which all events going on in town are listed? If it's there already, I haven't found it.
- 14. More events going on around town that are sponsored by town depts like AYS, the library, etc. I don't expect events sponsered by churchers or other organizations but that would be nice!
- 15. Some of the needs are covered with the suggestions made above such as meeting minutes, status of requests place, better way to communicate etc...It also would be nice to have a townwide calendar that includes everything, library, schools, senior center, town meetings etc.. Also a direct link to the dpt of public works...and all of their rules and regulations that are not widely published
- 16. more timely updates when schedules have changed, weather closings, etc.
- 17. Search feature needs to be operational
- 18. Any updated info from the PTO's from all elementary, middle & high school. Maybe you could provide links to each school's PTO websites. Also, more info and online registration for DCS programs.
- 19. Direct Contact information to answer all recycling questions.
- 20. I would like to see more information about housing permits, etc. What is needed, who can get them, who cannot, etc. And written so it can be easily understood. If you go to Town Hall for the information, it can be different each time depending on who you talk to. Would also like to see what you CANNOT add on your property without permits.
- 21. Online DCS registration.
- 22. Clear directions to the Asssessor database
- 23. I would like the assessor's office town field cards to be available on line, as it is in several of the surrounding communities.
- 24. any kind of service provided by our town that people may not know about
- 25. Please sdd links for the schools listed in the department directory.
- 26. Directory of employees by Role -- instead of having to go all over the site to find contact info
- 27. Field Cards

- 28. field cards online
- 29. More entertainment activities e.g. Fair, recitals etc.
- 30. The ability to print up-to-date field cards as other towns provide would be fantastic!
- 31. Would like to download field cards.
- 32. Assessor's Property Card Information (i.e. field cards) available on line
- 33. I think that it would be to many peoples advantage to have field cards on line. I sell real estate in town and it is important when working as a buyers agent that I get accurate information especially square footage quickly and easily. The weekends are a majority of our business and the town hall is not open at that time. Also most of the other towns already have them on line.
- 34. I would like to see the field cards
- 35. Property Information Cards (field cards) available on the site.
- 36. I would like to see the town elected officials describe cost cutting plans for running this town. To much time is spent on the need for more revenue with little discussion on cutting expenses.
- 37. Blog where citizens and public officials can interact publicly and an archive of this blog that is also publicly available. Example, with School Committee decreasing the public input at there public school meetings there is a hole left as to how citizens can express their point of view in a public forum. The blog could assist that. Of course, I would not want the good old-fashioned way of interacting to go away so there should be a way to exchange ideas in a physical public forum too.
- 38. I'd love to have field cards available on-line.
- 39. I would like to be able to obtain field cards on-line
- 40. property data (field) cards
- 41. An area where residents can report issues that need town attention.
- 42. Field Cards. As a realtor and home owner, It would be graet to get to Field Cards on-line like most towns.
- 43. 1.Updated and detailed town maps with walking path suggestions. 2.Updated town maps showing in-progress road or sewer work and any detours. 3.If Andover Days is cancelled suddenly-put it on the website so we don't don't show up in the rain to work our tables!
- 44. Available jobs openings.
- 45. Field cards

- 46. access tp property field cards
- 47. Field cards to be available online.
- 48. on line field cards is way overdue....
- 49. I would like the assessor's field cards to be available online, as they are in the surrounding towns. It saves on gas, pollution and time for the assessors and for me.
- 50. More details on the Agendas of certain boards. i.e. Zoning Board, prefer not to have to go to PDFs
- 51. More detail/pictures of the towns infastructure ie Plows that the Highway Dept has, police cars, fire trucks pictures, plots at the cemetary etc.
- 52. Put field cards on line.
- 53. When, how and where to get flu shots. Other Medical assistance available. How to contact selectmen, town manager, etc.
- 54. Look up property by name, like all citys and towns do in the country. Mass. fl arz
- 55. field cards
- 56. Local happenings fairs, activities, seasonal happenings, non-profit/school events, etc. (now it just feels like a government bulletin board)
- 57. Post info about road projects that impact traffic flow thru town.
- 58. i'd love to see more photos of everything concerning andover. sports, activities, etc.
- 59. Water Bill Payment Option
- 60. Field cards and town parcel maps that we can down load
- 61. see above
- 62. more frequent updates to photo galleries
- 63. Could be better leveraged as a marketing tool to attract individuals and businesses to Andover. The site doesn't project the town's aesthetic, cultural and historic personality.
- 64. Field Card
- 65. field cards from Assessor's office to be available online
- 66. How did the various committees vote and for what, during the meetings and why.(i.e. minutes). A small blurb in the townsman or the tribune doesn't cut it.

- 67. field cards available online
- 68. "Fun" School events
- 69. snow day announcements school program and plan updates program information/calendar good maps
- 70. Easier way to find out what's going on in town with dates and times....a calendar.
- 71. None
- 72. PROGRESS OF TRAFFIC ENFORCEMENT, MOVING TICKETS, PARKING TICKETS

7. What departments would you like to see offer more information on their web pages?

- 1. Finance Committee
- 2. recreation and DCS
- Police and Fire
- 4. info on our sidewalks and on home improvement permitting
- 5. All departments
- 6. School Department DCS (upcoming events)
- 7. highway and poice
- 8. public works
- 9. Building department, water department, Highway department complaint entry form. The Police and Fire websites are pathetic, welcome to the 1990's:), it is time to have a professional website for these professional departments.
- 10. Cable Advisory Board... they seem to always "fly under the radar" with very little info on how to contact them, where/when they meet, reports, etc.
- 11. MHL
- 12. The problem is that the departments are looking to constantly "sell" their value to the Town and have little value as human interest. Constant whining about budgets and manpower issues is not something we need more of.Promotion of departmental growth and achievements are more valuable.
- 13. I very much appreciate being able to read long reports and studies.

- 14. DCS should have more info and online registration
- 15. Sanitation or whatever the dept is that picks up trash (or pays the contractor who picks up the trash). On the "Residents" page there is a link for recycling and town services but I don't know where to go to find out what can and can't be left out with the trash.
- 16. Public school info is spotty.
- 17. Building codes, applications how to , guidelines and suggestions. Dpt of public works, streets info/projects etc...project tracking time/budgets etc...
- 18. Plant& Facilities Police, Fire Public Works School Dept.
- 19. Information on building codes how to be involved in reviews of neighbor building plans before they effect the area
- 20. police/Fire
- 21. Water Department topics and issues.
- 22. Building
- 23. Assessors and Tax Collector
- 24. Building department Community services
- 25. ASSESSMENTS: I WOULD LIKE YOU TO GO BACK TO THE PREVIOUS LISTINGS OF OWNERS OF PROPERTIES AND TO BE ABLE TO FIND THE OWNERS BY NAME AND STREET. I FOUND THIS VERY HELPFUL AND WAS DISAPPOINTED WHEN THIS WAS DISCONTINUED.
- 26. assessor's office see above request.
- 27. School Department Building Department
- 28. Building and Health
- 29. Bldg dept, Zoning Bd of appeals and/or conservation commission capsule highlights of answers to popular questions. Ex. I'd like to build an addition to my house what do I need to know? Ex. What are the requirements to have an "in-law" appt in my house. etc
- 30. Town Manager, School Committee, Fire and Police, Library
- 31. Property field cards online
- 32. The Assessors should provide field cards on line
- 33. Assessor's office should make field cards available on line.

- 34. Assessors Office
- 35. Assessor's office online/PDF or otherwise printable field cards
- 36. Assessor's field cards.
- 37. Public Works, Fire, Police
- 38. DPW: I would like to see current info on water issues, i.e. flushing pipes so when i have brown water I know why. And I would like to be able to report potholes that need repair. Main st/Hidden road always needs patching. Assessors Office: I would like to be able to access plot plans and field cards as well.
- 39. Selectmen Fire & Police Depts. Notices when roads are being used (even though not closed)for walks/races
- 40. assessors
- 41. Would like to see property field cards available on-line thru Assessor's dept.
- 42. the Assessed Value list is hard to find and really should include owner information most other communities do include it! and it is regularly published and available so no real reason to not make it easier to access.
- 43. Tree cutting etc, maintenance projects, especially when they impact traffic flow thru Andover.
- 44. police information. such as registered sex-offenders
- 45. Department of Community Services
- 46. accessors office kField cards ant parcel maps.
- 47. Assessor's Office to offer Field Cards online.
- 48. see above
- 49. dcs
- 50. Conservation Commission
- 51. Department profiles would be very helpful.
- 52. Selectmen School Committee Finance Committee Town Manager
- 53. assessor's Office: Show Percentage increases year-to-year with justification for each increase (when property values in each neighborhood change by different amounts).
- 54. assessors conservation, zoning

- 55. Request public's perception of the attitude and performance of the Town's regulatory Boards i.e.Planning, Zoning, Conservation etc. Perhaps this question should be in the above box???
- 56. Assessors tax card (property)info.
- 57. Schools Might be nice to have a student of the month program. Do a write-up on a stundent who has excelled during the previous month either at school or by volunteering, or doing something special. Might be a nice way to give recognition.
- 58. Planning Dept. formulation of proposed articles for Town Meeting At Town Meeting we require that article proponents and their supporters or opponents cite full disclosure/conflict of interest. This would be helpful in the runup to TM. Of course putting TM articles on the website as early as possible is a necessity and as each committee discusses and takes a vote of supp[ort or opposition, the recording of these votes on articles could be updated in a timely manner to educate voters.
- 59. planning building
- 60. would be interested in more School committee information, such as meeting minutes, agendas etc like selectman and planning board post.
- 61. none
- 62. PUBLIC SAFETY

8. Other Town of Andover website related comments, suggestions, ideas?

- Not website, but regarding selectman meetings. You could retelevise them after the live night, like the school committee does. Also, the FINCOMM should be televised, and they should have agendas for their meetings that are posted, like the BOS and SC
- 2. school depatment web site is terrible.
- 3. Online forums, when done well, can be very helpful. Although it may make more sense to have a non-town sponsored forum that town officials can participate in when they choose. Having run online forums before they can impose quite a burden on the people charged to run them. As with anything else, you simply can't please everyone all the time. The difference is that people tend to be much more vocal on a forum than they would in other situations. I just don't know of any forums focused on Andover that could be used.
- 4. Everything is organized by the town department but as a citizen I don't always know what department to go to for the information I need which makes finding info on the website difficult.
- 5. I think the website generally satisfies my needs for access to town info/resources!

- 6. More about Merrimack Valley collaboration and development. How about a survey on Town Government quarterly?
- 7. It would be so helpful if the website could be updated when major events downtown are rained out or scaled back due to weather. (Andover Days or Clowntown). I know those are not sponsered by the town but there is nowhere else to go for that information and I'm not going to drag my kids downtown just in case the event is going to occur in the drizzle.
- 8. No if you implement the above this will be a great start!
- 9. Complete listing of all businesses in Andover with contact information provided.
- 10. I would like to see an additional credit card provider approved for use in paying bills on-line.
- 11. I enjoy all info that is provided to me as a resident and continue to look forward to more info being added and updated. Maybe some day try and go "paperless" and have some info on the websites instead of mailing paper to homes....
- 12. It's not bad, but needs to be filled out a little...
- 13. You should be able to request birth, death, marraiage, etc. certificates online.
- 14. I'm sure this site is a lot better than other sites in other towns! It's certainly a good start. I like the photo gallery -- should remember to go there more often. Thanks for making that effort; it's a nice way for the site no to be too "dry."
- 15. Need to be able to download
- 16. Better search capabilities
- 17. Glad we have a town website! Thanks to the folks who did the work!
- 18. Check the last two Selectmen's meeting minutes. I was not able to open them.
- 19. I think being able to see and pay taxes and other bills on line would be huge. There is no reason in this day and age, not to have that capability.
- 20. A true police log, so you can be aware of what is happening in your neighborhood, Not the selected few in the paper.
- 21. I'm appreciate the weekly and bulletin updates keep up the good work.
- 22. I like the site. It has been very useful for me, esp the contact box. I had trouble figuring out who I needed to get in touch with and I used the contact box. Someone called me back the next day.
- 23. maybe some column's written by some residents about hobbies, clubs, activities, trips, ideas, etc.
- 24. Could you update your employment section weekly. The current listings are out of date.

- 25. An excellent service for the people of Andover Thanks
- 26. Access to field cards on-line would be helpful.
- 27. I have trouble finding trash pickup and recycling schedules.
- 28. Love it!!! Keep up the great work!!
- 29. This website has the enormous possibility to educate voters. More information is always better than less and will head off confusion and disagreements especially on budget matters if cuts or overrides are necessary. Fin Com votes are especially important.
- 30. The website has been a great timesaver for me. The site is great. At present, since I have children in the school system, I would be interested in more school surveys to increase communication between teachers and parents such that the needs of both may be properly addressed.
- 31. THANKS FOR THE OPPORTUNITY TO EXPRESS MY OPINION